

MARCH '93 CAMBRIDGE CARTON PROMOTION OPTIONS

1. High Value Carton Coupon Plus Catalog

Pros:

- Greater volume pull over long-haul due to longer collection times/large UPC requirement
- Test appeal/volume potential of rewards catalog idea
- Extends Cambridge image via rewards campaign

Cons:

- Can we read by April? Longer timeframe for volume moved
- Will we learn more than we did from Summer Bonanza?
- Is it moving incremental volume or are loyal Cambridge smokers redeeming?
- Tight timing

2. High Value Carton Coupon with Bounceback for Free Carton/additional Coupons

Pros:

- On playing field with other heavily discounted brands (continuous couponing)
- Can be easily developed and executed
- Inclusion of lower value coupons will permit consumers to respond more quickly

Cons:

- Repeating promotion run in January - possibly limited appeal
- No image extension
- Life of program shorter than catalog execution

3. High Value Carton Coupon with Choice of Bounceback

Pros:

- On-going consumer involvement with brand
- Test power of mass appeal continuity item vs. multiple coupon bounceback vs. rebate
- Multiple offers widens appeal

Cons:

- Potentially complex offer to execute
- How to guarantee appeal of continuity item across all audiences

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4. Carton Coupon with Tiered Rebate

Pros:

- Potential to maximize volume moved
- Varying tiers allow for consumer self selection

Cons:

- Limitation of appeal
- Limited testing of rebate concept

5. High Value Carton w/On-Carton Incentive (Tentative Bounceback)

Pros:

- Incentive entices competitive purchasers
- Inducement beyond existing on-carton coupon
- Differentiates Cambridge from other P.V. on-carton coupons

Cons:

- Affordability
- Need to choose universally appealing item
- Timing for incentive/packaging

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